

Preface

Globalization leads to changes in organization management, which, in turn, creates many dilemmas in the organizational, legal, financial or social aspects. The dilemmas have been discussed in the presented articles. The authors raise current issues on both the macro and micro scale. They present new trends in management sciences and point out problems faced by contemporary organization management. The trends and problems concern, in particular, the management of human, physical or financial capital. Many articles provide several practical solutions as well as methods and tools that may significantly contribute to resolving central dilemmas of contemporary management. They undoubtedly result from scientific cooperation as it is interdisciplinary activities that spawn new knowledge.

The presented issue within Volume XV consists of 12 articles which, due to their thematic differences, were divided into two parts depending on their topics.

Articles contained in the first part address issues of human resources – considered to be the crucial value of the organization nowadays. Without competent employees, it is difficult to pursue ambitious goals and achieve an appropriate position on the market. At the time of fierce competition, contemporary enterprises lay great emphasis on personnel which has to be highly efficient and effective in its work. That is made possible by the continuous development of the staff. Therefore, training and professional development are deemed to be immensely important and determine the success of many companies. Those issues are raised by Halina Sobocka-Szczapa in her article entitled *Employees' education as an element of the Human Resource Management – Polish experience*. She presents both quantitative and qualitative results of scientific research.

The issue of competence development, in particular innovative managerial competence Dorota Nawrat raises also in the article *Developing innovative competencies in view of biographies of innovative managers*. The author presents fragments of personal research concerning, among other factors affecting the competence of managers in the field of innovation. Underlines the importance of their development, adding that they are a source of building a spirit of innovation in teams of employees, which is extremely important in the era of improving an economy based on knowledge and innovation.

In turn, Barbara Kamińska and Kamila Szymańczyk in the article *Professional Evaluation. Application of the PageRank Algorithm in Employee Rating* draw attention to the importance of employee performance appraisal in the

process of personnel management. They identify factors that determine the manner of appraisal and present selected methods and techniques of appraisal, among others, the PageRank algorithm which can be a good solution for creating employee rankings.

Zofia Warzyńska-Bartczak in her article *Psychiatrists and patients suffering from depressive disorders and schizophrenia in one organization basing on the hospitals in Lodz region* mentions about the problems concerning inter alia the relationship or interpersonal communication.

It is especially important in the context of the provided example of collaboration and communication. The author shows several communication barriers and factors hindering cooperation, simultaneously pointing out willingness to come to an agreement and collaborate.

The topic of human resources (HR) management and, in particular, the issue of recruitment trends concerning social media used in modern recruitment are discussed in the article by Łukasz Sułkowski and Michał Chmielecki *The use of Social Networking Sites in modern recruitment – empirical study*. The authors show that Internet-based social forms of communication offer new opportunities for companies to both communicate and recruit talented people. The authors emphasize that information systems and appropriate information technology tools allow to streamline many processes taking place in enterprises, including those related to recruitment.

The first part also includes the article entitled *New system of employment forecasting in Poland*. Its author, Łukasz Arendt, describes theoretical and methodological aspects of employment forecasting in Poland. He argues that it is necessary to create such a system to take on challenges to be faced by Poland in the near future. The author has also presented forecasts of results for Poland, Poland's regions and selected small professional groups.

The other thematic part covers issues of organization management in its broad sense, concerning, among others: competitiveness and innovativeness of enterprises, legal dilemmas or financial management. It presents interesting methods and tools that support managers in decision-making.

Issues of competitiveness and innovativeness were raised in the article by Danuta Janczewska *Competitive factors for microenterprises in the process of marketing and logistic management based on the Kuyavian-Pomeranian Voivodeship*. The author presented her own research on small and medium enterprises in the kujawsko-pomorskie voivodeship in the aspect of factor competitiveness growth in the management process, especially the management of marketing and logistic process.

In turn, Anna Korzeniowska i Wojciech Misterek in the article *Innovation in view of entrepreneurs* presents the entrepreneurs' view on innovation in Lublin Voivodship. As a result the paper shows discrepancies of opinions between

entrepreneurs implementing and non implementing innovations. It points out that a more innovative entrepreneur is less afraid of negative results of innovation although he is more aware of they can occur.

The effectiveness of capital management strategies used by the investment funds in Poland is an article by Paweł Trippner. The main purpose of the submitted paper is to characterize the essence of investment funds operation in their role as financial intermediaries, to present the investment strategies and to characterize the methodology for measuring the effectiveness of capital management entrusted by the clients.

A current and vital issue is also addressed by Iwona Czechowska in the article *The importance of older people's participation in the financial services market* presents definitions on population aging, characterises the analysed group of population, and discusses selected aspects of its activity in the financial services market. Its purpose has been to determine the importance of the elderly as the users of financial services. As demonstrated, the activity of customers aged 60+ in the financial services market is of significance for various players in this market, as well as from the micro and macro perspective.

Maciej Janowicz, Arkadiusz Orłowski and Franciszek M. Warzyński in the article *Optimization of investment management in Warsaw stock market* describe the simplest applications of technical analysis on the Warsaw Stock Exchange on the example of selected WIG20 companies. Two from among a great number of technical analysis indices were used: Donchian channels and Relative Strength Index (RSI). The authors show that speculation on the stock exchange, based on both the above-mentioned indices, tends to produce better results than a simple "buy and hold" strategy for optimum parameter values. The article offers other interesting conclusions too.

A crucial problem is also discussed by Radosław Jadczyk, the author of the article entitled *Traveling salesman problem: approach to optimality*. It highlights the problem of many logistic companies – the so called travelling salesman problem. It is basic in its nature as one of the most important transportation problems in operational logistics. The author starts with presenting the mathematical formulation of the decision-making problem and proceeds to describe TSP solution strategies by showing their advantages and disadvantages. In the last part of the article, he presents calculation results for selected methods.

The authors invite you to read their articles and hope that the raised issues will be of interest to the reader. They do not only summarize abundant specialist literature but also present results of research and analyses made by specialists in various disciplines as well as solutions that may be used both in the teaching process and everyday work by those who manage organizations.

Łukasz Sułkowski
Barbara Kamińska